



THE OPPOSITE HOUSE
BEIJING

Press Release – FOR IMMEDIATE RELEASE

THE OPPOSITE HOUSE UNVEILS UNION: BEIJING'S NEWEST DESTINATION BAR

A social hotspot inspired by simple elegance and seamless hospitality in mind.



(Beijing, 5 July 2019) The Opposite House has announced the launch of UNION – a bar exuding elegance and comfort, the free spirit of an artist's studio infused with hospitality that curates the guest's experience. With a 20th century modernist sensibility, showcasing artwork and objects in an environment reminiscent of International Expos and drinks inspired by the ancient Silk Road, the space responds to the versatility of guest's needs through time.

UNION was designed by leading, New York-based design firm, [AvroKO](#). Since its launch in 2001, AvroKO has earned a reputation as one of the most innovative design firms in the field, due in large part to the group's integrated design process and focus on creating emotionally connected experiences. Seemingly whimsical in nature, UNION was strategically designed to have a clear social flow; copper architectural frames and metal mesh sheets showcase artwork, sculptures and objects, drawing in and engaging guests, whilst hidden elements such as the bar trolley, spicery wall and DJ booths enable a seamless transition from day to night.

Designed by AvroKO's Bangkok studio, the interiors were inspired by potter, Lucie Rie's, 20th century modernist studio – a beautiful, yet versatile, space that was suited to living, working and socialising. With

THE HOUSE COLLECTIVE



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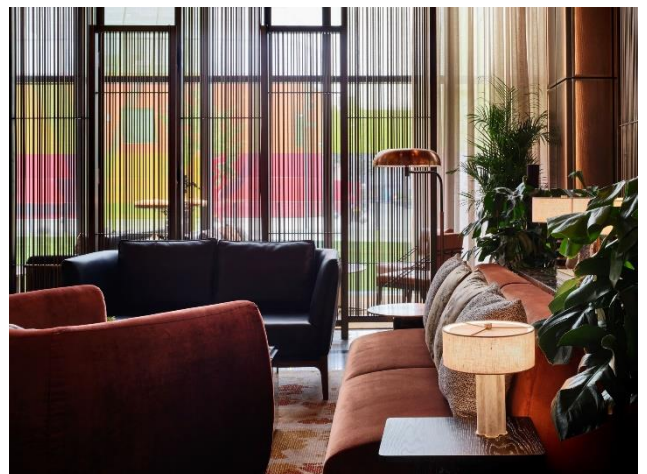
the simple elegance of well-executed hospitality in mind, they created a space that enables exceptional levels of service and functionality, without compromising the guest experience.

UNION aims to create a sense of belonging and discovery, evoking the sense of witnessing something for the first time. A balance of ceremony and warmth create a personal, authentic experience, whilst a carefully curated soundtrack allows the bar to seamlessly transition through day to night with the perfect eclectic mix of tempo, BPM, energy levels and genres.

UNION offers a refined experience that celebrates the flavours, ingredients, customs and drinking traditions of the Silk Road. A sophisticated drinks menu consists of an extensive wine list made up of 60 bins that are all available by the glass as well as selection of signature cocktails and alcohol-free drinks. The wine list changes monthly and whilst it features some well-known wineries the list is carefully curated to provide representation for lesser known producers, hard to find bottles and biodynamic wines

As for the signature cocktail list, it encapsulates a diverse range of flavours inspired by international tastes; non-alcoholic creations include **Spring breeze (a representation of Eastern Chinese flavours)** which has *pear, vanilla, coconut, citric acid and sea salt*, whilst the traditional cocktail menu includes highlights such as **Genghis Khan Martini (Mongolian representation)** with *French Gin, Mongolia Milk Wine, Dry Vermouth, Elderflower, Coconut and Sea Salt*.

The Opposite House, located in the Sanlitun district is an intriguing urban hotel designed by eminent Japanese architect, Kengo Kuma. Its contemporary style and abundance of space perfectly complement the refreshingly individual service. More new spaces will be unveiled throughout the remainder of 2019.





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For High resolution images, please download from the following link:

<https://sharehk.swireproperties.com/justattach/download.php?A=td3urfh4ZlcCaACiOV6XSoijty5Hfqg3MLSaGXIFtOM>

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About The Opposite House

The Opposite House by Swire Hotels is one of four Houses in The House Collective. Located in Taikoo Li Sanlitun — a vibrant open-plan shopping, dining and entertainment destination developed by Swire Properties, The Opposite House was designed by Kengo Kuma, one of Japan's most celebrated art and design geniuses. The House's 99 guest studios include nine spacious suites and a penthouse duplex with a 240-sq m roof terrace, all pet-friendly with special treats and amenities available for guests' furry companions. More than half of all the studios are over 70 sqm and all are strikingly simple with natural wooden floors and subtle touches of Chinese décor. The Atrium of the House presents itself as a contemporary art gallery, showcasing art steeped in fresh cultural insights. The House has one restaurant and a bar, Jing Yaa Tang, which specialises in local fare including the famous Peking duck. UNION, The Opposite House's newly opened bar designed by AvroKO, is a beautiful new space that embodies the spirit of the 1920s modernism.

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About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the USA under two brands, The House Collective and EAST, providing unscripted and authentic experiences for individually minded travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with The Opposite House in Beijing, which opened in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. While EAST, designed for today's go-getters, takes personal life balance to a whole new level and includes EAST, Hong Kong; EAST, Beijing and EAST, Miami.

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